Service quality assessment of transportation and government services: a study of the Hong Kong tourism industry

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Abstract: This paper presents the results of a study examining service quality assessment of selected sectors of the Hong Kong tourism industry. The functioning of three related sectors of air, rail, and road transport, as well as tourism related government departments, is considered. Identification of the visitors and their perceptions of quality of service offered by these sectors are examined. In order to establish the importance of each of the service quality attributes in determining each sector's performance, importance-performance analysis was conducted on the airlines, public transport, and government agencies such as police, immigration, customs, and leisure and cultural services. The implications of the results obtained are discussed.

Keywords: service quality; satisfaction; loyalty; tourism; government services; transportation; Hong Kong.

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1 Introduction

Tourist satisfaction is increasingly becoming an important area of concern for many sectors that depend on inbound tourism. This is not an exception to the Hong Kong tourism industry as Hong Kong relies heavily on the contribution from the tourism industry to the tune of HK$228.8bn or 11.9% of GDP in 2011 (WTTC, 2011).

However, except in attraction and hotel sectors, not many empirical studies have been carried out to establish how specific tourism subsectors in Hong Kong are performing in various service quality attributes in recent years (Song et al., 2011). Moreover, the identification of visitors' perceptions of the quality of service offered by the Hong Kong tourism experience in related sectors especially transport has not been fully explored (Jin et al., 2008; Song et al., 2008). This information is vital when performance improvement is required to enable the provision of quality service to match up with the tourists' expectations. Though some research has been conducted in the areas of transportation in general (Chew, 1987; Khadaroo and Seetanah, 2008; Prideaux, 2000), we note that airline and road-rail public transport contributions to tourism development in Hong Kong are two sectors that have not got enough academic attention from tourism focused researchers. As the proverbial saying goes, a chain cannot be stronger than its weakest link: tourism is the result of a complex chain of activities, and overall service performance cannot be assessed by overly concentrating on only one or two top industry segments (George, 2005).

Johnston (1995) notes that measuring and aggregating performance in all areas that constitute a service is the key to understand customer satisfaction and loyalty. According to Ajzen and Driver (1992), customers' willingness to re-purchase, positive word of mouth, and ability to recommend the services stem from overall satisfaction. Consumers think holistically and increase in overall service performance has also been found to lead to an increase in perceptions of service quality (Gronroos, 1993; Johnston and Lyth, 1998). Enhancing service quality through strategic planning and the appropriate allocation of resources to various sectors of the tourism industry is important for improving destination competitiveness and tourism growth (Crouch and Ritchie, 1999; Gomezelj and Mihalic, 2008; Poon, 1993; Ritchie and Crouch, 2003; Yoon et al., 2001).

In this background, the present researchers investigate some of the service quality related issues in the specific context of transportation (road, rail, air) and government services. Segments of visitors and their perceptions of service quality offered by road, rail, and air transport sectors are examined. In order to establish the importance of service

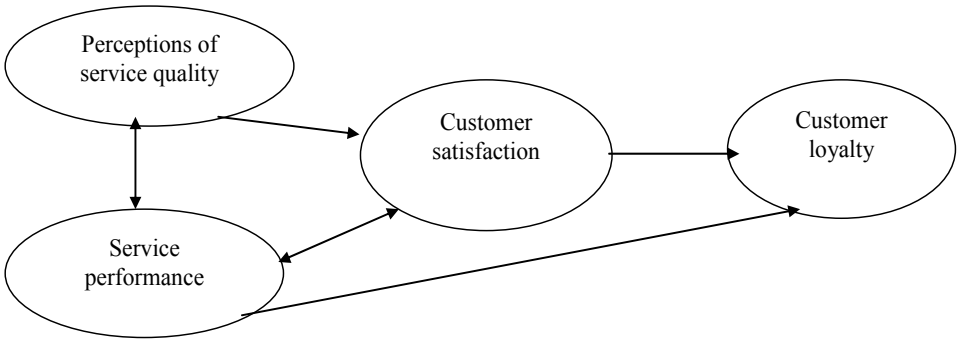
quality attributes in determining each sector's performance, importance-performance analysis (IPA) was conducted on the transport sectors and government agencies such as police, immigration, customs, and leisure and cultural services.

The rest of the paper is organised as follows. The current Section 1 provides the background and rationale for this study while Section 2 provides a literature review and conceptual framework. Section 3 addresses the methodology used and Section 4 presents findings and discussion. The last section provides conclusions and recommendations.

2 Conceptual overview

In the review of literature presented below, we will highlight and summarise the established relationships among some of the key constructs in the consumer behaviour literature. A schema for the review is given below in Figure 1.

Figure 1 Conceptual framework used for literature review



2.1 Expectation-satisfaction-loyalty-service performance linkage

It is evident in various studies that satisfaction determines the post-purchase decision (Boulding et al., 1993; Dabholkar and Thorpe, 1994; Fornell, 1992; Oliver and Swan, 1989; Keaveney, 1995). While positive satisfaction will definitely lead to repurchase intentions (Gotlieb et al., 1994), the opposite also holds true: dissatisfied visitors are unlikely to visit a destination again (Dube et al., 1994). Hence, 'satisfaction' is an effective indicator to predict and evaluate the intention of a customer to repurchase (Choi and Chu, 2001; Petrick, 2002). In addition, one way to obtain higher profit is to retain regular guests because the cost of keeping a loyal customer is lower than that of attracting a new one (Kim et al., 2009; Lee et al., 2000; Park et al., 2004). In the study of Gupta et al. (2004), it is found that a 1% increase in customer retention rate results in a 5% increase in profits.

It is commonly known that consumer expectations affect satisfaction. The higher the expectation, the more likely the disappointment is. Expectations are formed by personal experience, word-of-mouth, personal needs, and marketing of the product/service (Parasuraman et al., 1985). Several theories have been adopted for measuring customer satisfaction. The most widely preferred one is the *expectancy disconfirmation paradigm* (EDP) introduced by Oliver (1980), in which the actual

performance is measured against expectation. If the expectation of the consumers is met, confirmation occurs. However, if the expectation is unmet, it could result in a positive disconfirmation if the performance is better than expectation or a negative disconfirmation if the performance is below expectation.

Another model built on EDP is *SERVQUAL* introduced by Parasuraman et al. (1988). The concept of the model is to examine customer satisfaction by measuring the gap between perceived expectation and service performance based on five service dimensions: *tangibles*, *reliability*, *responsiveness*, *assurance*, *empathy*. Knowing this gap is of critical importance for service improvement so as to retain customers. Various studies (Howat et al., 1996; Hui et al., 2007; Armstrong et al., 1997; Hsieh et al., 2008; Atilgan et al., 2003) have applied SERVQUAL to assess customer satisfaction in the tourism industry. Other than the research of Thompson and Schofield (2007) which looked at the public transport sector and the study by Choi and Chu (2001) and Saleh and Ryan (1992) which investigated the hotel industry, the work of Kim and Lee (2011) found that to low cost carriers the two dimensions of 'tangibles' and 'responsiveness' are crucial for enhancing customer satisfaction and behavioural intentions. Moreover, Gilbert and Wong (2003) noticed that the dimension of 'assurance' is of paramount importance to the success of airline services.

However, the model of SERVQUAL is not without limitations. One of these is that customers tend to expect high level of service (Brown et al., 1993; Qu and Sit, 2007), thus it is difficult to match up with this expectation even though the performance of the service providers is good. Besides, the service attributes to evaluate the service performance may not cover all the important characteristics of a particular service (Akama and Kieti, 2003). Nonetheless, SERVQUAL is still considered an effective model to examine the potential issues related to the service performance from the view of a service provider and management.

Therefore, in order to explore and understand the close relationship between loyalty, customer satisfaction, expectation and service performance, the model of SERVQUAL is applied in this study as a basis to examine the service performance of the tourism sectors of airline, government service and public transport for which statistics were obtained.

2.2 Attributes of customer satisfaction

Customer satisfaction can be measured through the attributes experienced by the customers (Churchill and Surprenant, 1982), and customer satisfaction is a function of both expectations of the attributes and the perceived performance of such attributes of the products or services (Martilla and James, 1977). Martilla and James (1977) introduced a technique called 'IPA' which measures customer satisfaction based on the actual performance of various attributes and the customers' perceptions of the importance of such attributes. With IPA, the importance and performance of the same attributes can then simultaneously be compared. The concept of IPA is to plot the results in a two-dimensional matrix with the means of importance of various attributes along the x-axis, and the means of performance of such attributes along the y-axis. The matrix is categorised into four quadrants, namely 'Concentrate Here', 'Keep Up the Good Work', 'Low Priority', and 'Possible Overkill'. The results of IPA provide an attractively succinct visual snapshot of how the company performs in each attribute according to the customers' importance concerns (Haemoon, 2000), which helps a firm to identify those

attributes that are the drivers of customer satisfaction (Deng, 2007). Hansen and Bush (1999) suggested that IPA can assist the practitioners to prioritise the improvement areas and to direct marketing strategies. Furthermore, the results provide guidelines for how organisations can deploy future resources in a better way in order to achieve a higher level of customer satisfaction (Deng, 2007; Haemoon, 2000).

Visitors' experiences and their satisfaction at destinations are often measured by examining various attributes and importance levels of such attributes of the tourism products and services provided by the destinations (Thompson and Schofield, 2007). Various researchers have adopted IPA as a research tool to analyse the tourists' satisfaction with the services and products provided by a destination. For instance, in the studies of Wilkins (2010), Chu and Choi (2000) and Qu and Sit (2007), the sector they examined with IPA was the hotel industry. Other examples include the study of Lacher and Harrill (2010) in which the authors examined the non-traditional *3S* activities of a *3S* destination; the researches of Jin et al. (2008) and Song et al. (2008) in which they examined the service provided by airline, hotel and restaurant, and the works of Enright and Newton (2004) and Lee and Lee (2009) in which they investigated the general factors at large.

2.3 Importance of attribute and attribute satisfaction

Customer satisfaction is a function of both expectations of the attributes and the perceived performance of such attributes of the products or services (Martilla and James, 1977). Martilla and James (1977) introduced a technique called 'IPA', which measures the customer satisfaction based on the actual performance of various attributes and the customers' perceptions of the importance of such attributes. With IPA, the importance and performance of the same attributes can then simultaneously be compared. The concept of IPA is to plot the results in a two-dimensional matrix with the means of importance of various attributes along the x-axis, and the means of performance of such attributes along the y-axis. The matrix is categorised into four quadrants, namely 'concentrate here', 'keep up the good work', 'low priority', and 'possible overkill'. The results of IPA provide an attractive snapshot of how the company performs in each attribute according to the customers' importance concerns (Haemoon, 2000), in which it helps a firm to identify which attributes are the drivers of customer satisfaction (Deng, 2007). Hansen and Bush (1999) suggested that IPA can assist the practitioners to prioritise the improvement areas and to direct marketing strategies. Furthermore, the results provide guidelines of how organisations can deploy future resources in a better way in order to achieve a higher level of customer satisfaction (Deng, 2007; Haemoon, 2000).

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However, so far there has not been any research conducted using IPA to investigate visitor satisfaction with a destination regarding the services provided by airline, transportation, and government in Hong Kong. Hence, one of the objectives of this study is to fill in this gap.

3 Methodology

The visitor survey covering the quantitative aspects of the visitor satisfaction level towards the tourism industry and the relevant sectors in Hong Kong was conducted during the period 3rd December 2004 to 6th January 2005. A questionnaire approach was used to collect the information on visitors' expectations and their satisfaction with the service provided by the tourism-related sectors in Hong Kong.

3.1 Research design

The concept of service quality is conceptualised in the service quality literature on perceived quality, which is defined as the customers' judgement about a service provider's overall excellence. Perceived service quality can be measured by a comparison of expectations and the perceptions of the performance of different service attributes. In selecting the service quality dimensions/attributes to assess the overall service quality, it is important to note that these attributes should be regarded as important to visitors and contribute significantly to their assessment on service quality. A good knowledge of these attributes and the ability to measure them will help produce useful information for developing effective ways of improving service quality.

The service quality attributes used in this study were based on but not limited to Parasuraman et al. (1990), which identified five dimensions of service quality that include *tangibles* (physical facilities, equipment and appearance of personnel); *reliability* (ability to perform the promised service with accuracy and professionalism); *responsiveness* (willingness to help customers and to provide prompt service); *assurance* (understanding customers' needs and being courteous and able to transmit confidence to customers); and *empathy* (caring individual attention).

Based on these service dimensions, a questionnaire that covers all the relevant aspects was developed for all sectors under this study. The initial questionnaire for each sector contained around twenty attributes. However, due to the time constraint on the response to the number of questions in each questionnaire, the number of service attributes was reduced to around ten for each sector. The main reason for capping the number of questions is that empirical research suggests the ideal time length for completing a questionnaire is between 12 to 15 minutes. A short questionnaire does not allow sufficient data to be generated for in-depth analysis while a long questionnaire tends to result in a loss of concentration by respondents. Overall, an effort was made to cover, as extensively as possible, all the five broad dimensions of service quality as appropriate.

3.2 Sampling method

A multi-stage sampling approach was used in the data collection. In the first stage, the researchers chose the locations (strata) for interviews. In line with Tourism Commission's recommendation, the following locations were selected to conduct the survey. These locations are

1 Hong Kong International Airport

2 Macau Ferry Terminal

3 China Ferry Terminal

4 KCR Hung Hom Station

5 the Avenue of Stars.

The second stage is to use the convenient sampling approach to interview visitors. Different sample sizes with valid responses were obtained for each of the sectors because of location and traffic patterns. For final analysis a total number of 354 respondents for airlines, 362 for railway, and 304 government services were used.

3.3 Measuring service quality

Tourists usually have their initial expectations of the type and quality of services to be offered by the service provider. The extent to which tourists' expectations are met determines the level of tourists' satisfaction. Therefore, the questionnaire design of this study needed to reflect both the visitors' expectations as well as their satisfaction level of the service attributes in order to assess service quality. In the questionnaire survey, the visitors were asked to rate the importance (expectation) of the service attributes identified for each of the sectors using a five-point scale with 1 being not important all, 2 not important, 3 neutral, 4 important and 5 very important. At the same time the visitor was asked to rate their satisfaction level with these attributes using another five-point scale with 1 being very dissatisfied, 2 dissatisfied, 3 neither dissatisfied nor satisfied, 4 satisfied and 5 very satisfied.

Data analysis was conducted using SPSS version 18. Exploratory factor analysis using principal axis factoring with oblique (Direct-Oblimin) rotation was carried out to ensure that factors obtained were those reflected by the items used in this study (the Appendix). This process helped in deleting questions that had low factor loading (>.50). Reliability tests were conducted to establish Cronbach alpha coefficients for the scales in the research instrument. The government had four subscales of police consisting of six items ($\alpha = .774$), immigration with five items ($\alpha = .781$), customs with seven items ($\alpha = .861$), and leisure and cultural services – 18 items ($\alpha = .919$). That for airlines had ten items ($\alpha = .814$), while transport had three subscales of railways with 12 items ($\alpha = .865$), franchised buses with ten items ($\alpha = .878$), and taxis eight items ($\alpha = .836$). These findings indicate that all the scales were very good because they all had Cronbach's alpha coefficient greater than .7 and therefore were reliable (Nunnaly, 1978).

Descriptive analysis was conducted to obtain the measures of central tendency like means and standard deviations while frequency distributions were used to obtain the general demographic characteristics of the respondents, and cross tabulations were used to identify categorical variables that had a relationship with the visitors' intention to use

services offered in the tourism sub sectors considered in the study, which indirectly provided an indication of the perceptions of the quality of service in the three sectors of the tourism industry.

In order to ascertain how the tourism subsectors were performing in providing quality service to match up with the tourists' expectations, the IPA was used while cluster and discriminant analyses were used to provide useful quantitative information in terms of areas that were contributing towards visitor satisfaction and thereby providing a basis for recommending service quality improvement to the relevant sectors.

4 Analysis and findings

This section provides the results from the different analyses that were conducted to identify the visitors and their perceptions of quality of service offered by the tourism and related industries, to ascertain how the industries were performing in providing quality service to match up with the tourists' expectation, with quantitative information provided for each of the sectors.

4.1 General findings

As mentioned, a range of locations (multi-stage sampling) commonly used by the Hong Kong Tourism Board for such surveys was used in the data collection. For the airline sector, Hong Kong International Airport accounted for 88.7%, China Ferry terminal 3.1%, KCRC Hung Hum 1.7% and Avenue of Stars 6.5%, with a total sample of 354 respondents. For the government sector a total sample of 304 valid responses was obtained with Hong Kong International Airport accounting for 49.3%, China Ferry terminal 4.3%, Macau ferry terminal 12.2%, KCRC Hung Hum 4.6% and Avenue of Stars 29.6%. Lastly for the Transport sector, a total of 362 respondents were surveyed and Hong Kong International Airport accounted for 41.1%, China Ferry terminal 13.8%, Macau ferry terminal 9.9%, KCRC Hung Hum 9.1% and Avenue of Stars 19.1%. All of the data was collected during the period from 3rd December 2004 to 6th January 2005. Table 1 shows that the distribution of respondents by region for the three sectors.

Table 1 The regional distribution of respondents was as follows

Region	*Airlines (%)*	*Government (%)*	*Transport (%)*
Mainland China	34.5	34.2	35.4
Taiwan	14.1	13.2	13.0
South and Southeast Asia	11.6	11.2	10.5
North Asia (Japan and Korea)	10.7	10.5	10.8
Europe, Africa, the Middle East	13.3	13.5	14.4
USAs	10.5	9.9	9.7
Australia, New Zealand and South Pacific	5.4	7.6	6.4
Total	*N = 354 (100)*	*N = 304 (100)*	*N = 362 (100)*

4.2 Demographic characteristics of the sample for the airlines sector

The overall gender distribution for respondents in the airline sector was 52.5% male and 47.2% female while 0.3% answered that they were not sure. About 14.7% were aged between 16 and 25 years old, 32.5% between 26 and 35, 22.0% between 36 and 45, 21.5 between 46 and 55, 7.6% between 56 and 65, and 1.7 were aged 66 or above. Most of the respondents were married with kids (52.8%), with 33.6% being single, 12.1% married with no kids, 1.1% divorced or separated and 0.3% a widow or widower.

For the government sector, the majority of respondents were females (50.7%). The majority were aged 26–35 (30.3%) followed by those aged 36–45 (25.7%). In this sector, the majority of respondents were married with kids (49%) followed by singles (32.2%). Lastly, in the transport sector, the majority were males (58.3%). The majority were also in the age bracket of 26–35 (38.7%) followed by 36–45 (25.1%) and with the least 66 and above (1.4%). The majority were also married with kids (48.9%) followed by singles (35.9%).

In addition, most respondents were highly educated with an accumulated total of over 84% having some college or university education or above. In terms of occupation, most of the respondents were professionals (e.g., lecturer, doctor, accountant) at 38.4%, with the self-employed (e.g., businessman/woman) being the next largest group, followed by sub-professionals (semi-skilled worker, e.g., clerical officer) at 16.4%. In terms of reporting their household income, 35.1% of respondents reported their income in Renminbi (RMB) and 55.2% reporting in US$, with 12.1 reporting their income as RMB100,001 and above, and 13.8% reporting their income as US$100,001 and above.

Other relevant information relates to language with 44.9% responding in English, 7.1% in Cantonese and 48.0% in Putonghua. Also, in terms of the way the respondents were travelling, most were independent travellers (81.6%) whilst the rest (18.1%) were on all-inclusive package tours with a tour guide (0.3% did not answer this question).

4.3 Cluster and discriminant analysis

Cluster and discriminant analyses were conducted for the three tourism sectors of government, airlines and transport. This section reports and analyses the findings for each sector beginning with government, airlines and lastly the transport sector.

4.3.1 Government services

For the government sectors it was noted that visitors have no choice whether to use the police, customs or immigration. It was then logical to just apply the analysis to the Leisure and Cultural Services Department (LCSD) services that include museums, galleries, cultural events/programmes and public parks. This helped in drawing conclusions about the service attributes that perhaps would influence visitors' intention to re-use parks, cultural facilities, museums and events if they were to return to Hong Kong.

The results were firstly assessed for validity. Cluster analysis provided us with a 'fair' rating for the distribution of our clusters at 67.5% for value 1 representing those who

answered 'yes' and 32.5% for value 2 for those who answered 'no'. The Tests of Equality of group mean table provided us with strong statistical evidence of significant differences between 15 out of 18 of our service attributes, with correspondingly low inter-correlations. The three statistically insignificant questions related to a good selection of exhibition items, cleanliness of toilets in public parks and the provision of snack stalls.

Box's M tests the null hypothesis that the covariance matrices do not differ between groups formed by the dependent. This test is expected not to be significant so that the null hypothesis that the groups do not differ can be retained. In this case, the log determinants appear similar and Box's M was 1.57 with F = 1.50 which is significant at $p < .001$.

Results in Table 2 show the Eigenvalue of 3.711 and canonical correlation of .888 which is interpreted as the proportion of variance explained (R^2). A canonical correlation of .888 suggests the model explains 78.85% of the variation in the grouping variable, i.e., those likely to re-use LCSD's services or not if they return to Hong Kong. Wilks' lambda confirms the significance of the discriminant function. This test was significant ($p < .001$) and indicated that 21.2% of the total variance remained not explained.

Table 2 Discriminant analysis summary

Discriminant function	*Eigenvalue*	*% of variance explained*	*Canonical correlation*	*Wilks's lambda*	*Chi-square*	*df*	*p*
1	3.711	100	0.888	0.212	42.622	3	0.000

The standardised canonical discriminant functions coefficients table provides an index of importance of predictors. The results from this test indicated that there are three aspects that are most influential in visitors' intention to re-use LCSD services; convenience of access to museums, convenience of access to public parks, and security and safety at the facilities/events. However, the structure matrix provides a better indication of issues of influence (with a value above 0.3), namely: clear and informative signage, pleasant environment of museums and galleries, and readily available information about museums and galleries and their locations.

The canonical discriminant function coefficients show the unstandardised coefficients (*b*) which are used to create the discriminant equation. In this case:

$$D = (.655 \times d2b) + (1.827 \times d10b) + (1.310 \times d17b) - 15.612$$

where *d*2*b* is convenient access to museums and galleries; *d*10*b* is convenient access to public parks and *d*17*b* is security and safety at the facilities/events. The group centroids results indicated that those who indicated intention to use the services again had a mean score of –1.192 while those who said 'no' produced a mean of 2.913 as shown in Table 3.

Prior probabilities for groups shows the proportional by chance accuracy rate which is computed by squaring and summing the proportion of cases in each group from the table of prior probabilities for groups as ($0.710^2 + 0.290^2 \times 1.25 = 0.73525$). This means that our cross-validated accuracy should be 73.52%.

Table 3 Discriminant function loadings – functions at group centroids

Functions at group centroids	
Two step cluster number	*Function*
	1
1	–1.192
2	2.913

Note: Unstandardised canonical discriminant functions evaluated at group means.

The classification results reveal that 100% of respondents were classified correctly into those who intend to use the leisure and cultural services or those who will not. The overall predictive accuracy of the discriminant function also known as the 'hit ratio' was perfect at 100%.

4.3.2 Airlines

For airlines, the two-step cluster analysis provided the distribution of 63.1%, for value 1 representing those who answered 'yes' and 36.9% for value 2 for those who answered 'no'. The tests of equality of group mean revealed a strong statistical evidence of significant differences for all the ten service attributes, with correspondingly low inter-correlations.

Box's M tests the null hypothesis that the covariance matrices do not differ between groups formed by the dependent. This test is expected not to be significant so that the null hypothesis that the groups do not differ can be retained. In this case, the log determinants appear similar and Box's M was 16.91 with F = 1.62 which is not significant at p > .001

Table 4 Discriminant analysis summary

Discriminant function	*Eigenvalue*	*% of variance explained*	*Canonical correlation*	*Wilks's lambda*	*Chi-square*	*df*	*p*
1	1.881	100	0.808	0.347	113.208	4	0.000

The eigenvalues provided a canonical correlation of .808 which is interpreted as the proportion of variance explained (R^2). This value suggests that the model explains 65.3% of the variation in the grouping variable, i.e., those likely to re-use the airline services or not if they return to Hong Kong. Wilks' Lambda confirms the significance of the discriminant function. This test was significant (p < .000) and indicated that 34.7 % of the total variance remained not explained.

The standardised canonical discriminant functions coefficients table provides an index of importance of predictors. However, the structure matrix provides a better indication of issues of influence (with a value above 0.3), namely: proper attitude of frontline staff (polite, patient and attentive), efficient check-in and baggage handling services of the airline, promptness and professionalism in handling complaints, and clean and comfortable interiors and seats of aircraft.

The canonical discriminant function coefficients provided the unstandardised coefficients (b) which are used to create the discriminant equation. In the case of airlines,

$$D = (.565 \times a1b) + (1.043 \times a7b) + (.934 \times a9b) + (.814 \times a10b) - 13.871$$

where $a1b$ is clean and comfortable interiors and seats of aircraft, $a7b$ is efficient check-in and baggage handling services of the airline), $a9b$ is proper attitude of frontline staff (polite, patient and attentive) and $a10b$ is promptness and professionalism in handling complaints.

A further interpretation of discriminant analysis using functions at group centroids results as in Table 5 indicated that those who indicated intention to use the services again had a mean score of 1.776 while those who said 'no' produced a mean of –1.040. Under this test, all cases with scores near to a centroid are predicted as belonging to that group.

Table 5 Discriminant function loadings – functions at group centroids

Functions at group centroids	
Two step cluster number	*Function*
	1
1	1.776
2	–1.040

Note: Unstandardised canonical discriminant functions evaluated at group means.

Prior probabilities for groups test shows the proportional by chance accuracy rate which is computed by squaring and summing the proportion of cases in each group from the table of prior probabilities for groups. The proportional by chance accuracy rate for the airline sector is $(0.369^2 + 0.631^2) = .534$.

This means that a 25% increase over this would require that our cross-validated accuracy be 1.25* .534% = 66.8%. The classification function coefficient using Fisher's linear discriminant function reveals that 90.2% of respondents were classified correctly into those who intend to use the airline services when they return to Hong Kong or those who will not at 95.7%. The overall predictive accuracy of the discriminant function, also known as the 'hit ratio', showed 93.7% of original grouped cases were correctly classified.

4.3.3 Public transport

For railway services, the results show significant differences of the means of two groups (i.e., 'will use the railway services' or 'will not use the railway services') as all independent variables produce high value F's. It is also reflected from the *pooled within-group matrices* that the inter-correlations of the independent variables are low. While the log determinants of two groups appear similar, box's M indicates that the assumption of equality of covariance matrices is violated (i.e., Box's M is 14.676 with F = 2.249 that is significant at $p < .000$). However, given the large sample, this problem is not regarded as serious.

Table 6 Discriminant analysis summary

Discriminant function	*Eigenvalue*	*% of variance explained*	*Canonical correlation*	*Wilks's lambda*	*Chi-square*	*df*	*p*
1	2.355	100	0.838	0.298	47.808	3	0.000

A significant discriminant function was derived, with eigenvalues 2.355 and a canonical correlation of 0.838 suggesting that the model explains 70.2% of the variance. The proportion of total variability not explained is 29.8% as indicated by Wilks' lambda. Group membership is significantly affected by 3 of the 12 attributes. 'Clear announcements at the stations and on the trains' turns out to be the strongest predictor contributing 70% of the Function 1 structure, while 'feeling safe when using the services' and an 'efficient and easy-to-follow ticketing system' come second and third respectively. The discriminant function is:

$$D = (1.164 \times t3b) + (0.663 \times t4b) + (1.168 \times t7b) - 12.728$$

where *t3b* refers to clear announcements at the stations and on the trains, *t4b* refers to an efficient and easy-to-follow ticketing system, and *t7b* refers to feeling safe when using the services.

According to the figures of *group centroids* in Table 7, those who will use the railway services again have a mean of 1.397 while those who will not use the railway services produce a mean of –1.607. The classification results reveal that 93% of respondents were classified correctly into 'will use the railway services' or 'will not use the railway services'. As for the overall predictive accuracy of the discriminant function, 'will use the railway services' has an accuracy of 91.3% while 'will not use the railway services' has 90%.

Table7 Discriminant function loadings – functions at group centroids

Cluster membership	*Function 1*
1	1.397
2	–1.607

Note: Unstandardised canonical discriminant functions evaluated at group means.

Discriminant analysis for bus services results show significant differences of the means of two groups (i.e., 'will use the bus services' or 'will not use the bus services') as all independent variables produce high value F's. It is also reflected from the *pooled within-group matrices* that the inter-correlations of the independent variables are low. The log determinants of two groups appear similar and box's M is 14.676 with F = 2.249, which is insignificant as p > .000, and it suggests that two groups are significantly different.

Table 8 Discriminant analysis summary

Discriminant function	*Eigenvalue*	*% of variance explained*	*Canonical correlation*	*Wilks's lambda*	*Chi-square*	*df*	*p*
1	2.263	100	0.833	0.306	69.187	3	0.000

A significant discriminant function was derived, with Eigenvalues 2.263 and a canonical correlation of 0.833 suggesting that the model explains 69.4% of the variance. The proportion of total variability not explained is 30.6% as indicated by Wilks' lambda. Group membership is significantly affected by three of the ten attributes. 'Proper attitude of bus driver (polite and patient)' is the strongest predictor contributing 77.1% of the Function 1 structure, followed by 'feeling safe on board' and 'well-maintained and clean buses'. The discriminant function is:

$$D = \left(0.731 \times b1b\right) + (0.678 \ \times \ b6b) + (1.087 \ \times b9b) - 9.467$$

where $b1b$ refers to well maintained and clean buses, $b6b$ refers to feeling safe on board, and $b9b$ refers to proper attitude of bus driver – polite and patient.

According to the figures of *group centroids* in Table 9, those who will use the bus services again have a mean of 2.314 while those who will not use the bus services produce a mean of –0.947. The classification results reveal that 95.2% of respondents were classified correctly into 'will use the bus services' or 'will not use the bus services'. As for the overall predictive accuracy of the discriminant function, 'will use the bus services' has an accuracy of 88.9% while 'will not use the bus services' has 97.7%.

Table 9 Discriminant function loadings – functions at group centroids

Cluster membership	*Function 1*
1	2.314
2	–.947

Note: Unstandardised canonical discriminant functions evaluated at group means.

Lastly, discriminant analysis for taxi results show significant differences of the means of two groups (i.e., 'will use the taxi services' or 'will not use the taxi services') as all independent variables produce high value F's. It is also reflected from the *pooled within-group matrices* that the inter-correlations of the independent variables are low. The log determinants of two groups appear similar and box's M is 0.783 with F = 0.773, which is insignificant as p > .000, and it suggests that two groups are significantly different.

Table 10 Discriminant analysis summary

Discriminant function	*Eigenvalue*	*% of Variance explained*	*Canonical correlation*	*Wilks's lambda*	*Chi-square*	*df*	*p*
1	3.893	100	0.892	0.204	128.607	6	0.000

A significant discriminant function was derived, with eigenvalues 3.893 and a canonical correlation of 0.892 suggesting that the model explains 79.6% of the variance. The proportion of total variability not explained is 20.4% as indicated by Wilks' lambda. Group membership is significantly affected by six of the eight attributes. 'Help with loading and unloading', 'honesty of taxi drivers', and 'language and communication skills of taxi drivers' are the three most important predictors as they have the largest coefficients of the Function 1 structure. The discriminant function is:

$$D = (0.527 \times b12b) + (0.489 \times b13b) + (0.628 \times b14b) + (1.034 \times b15b) + (0.718 \times b16b) + (1.107 \times b18b) - 18.841$$

where $b12b$ refers to clear and accurate information about fares and destinations, $b13b$ refers to the tidiness of taxi drivers, $b14b$ refers to the language and communication skills of taxi drivers, $b15b$ refers to the honesty of taxi drivers, $b16b$ refers to feeling safe on board, and $b18b$ refers to help with loading and unloading.

According to the figures of *group centroids* in Table 11, those who will use the taxi services again have a mean of 0.881 while those who will not use the taxi services produce a mean of 1.159. The classification results reveal that 98.8% of respondents were classified correctly into 'will use the taxi services' or 'will not use the taxi services'. As for the overall predictive accuracy of the discriminant function, 'will use the taxi services' has an accuracy of 98% while 'will not use the taxi services' has 100%.

Table 11 Discriminant function loadings – functions at group centroids

Cluster membership	*Function 1*
1	0.881
2	1.159

Note: Unstandardised canonical discriminant functions evaluated at group means.

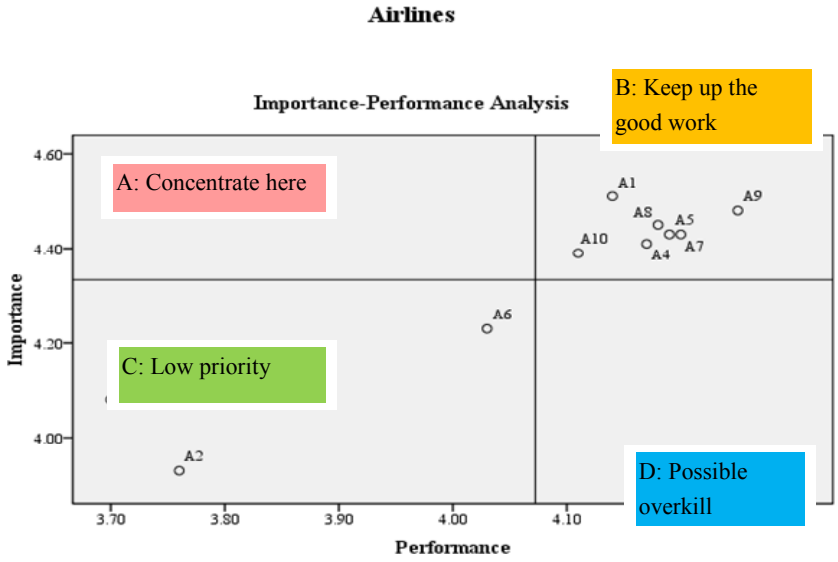
4.4 Importance performance analysis for each sector

In order to establish the importance of each of the service quality attributes in determining each sector's performance, IPA was conducted on the airlines, transport, and government sectors. This section shows the results.

From Figure 2, it can be seen that the airline sector is performing extremely well in the area of providing clean and comfortable interiors and seats of aircraft, prompt service upon request by flight attendants, efficient handling of reservation, cancellation and confirmation requests, efficient check-in and baggage handling services of the airline, language and communication skills, proper attitude of frontline staff in terms of politeness, patience and attentiveness, and promptness and professionalism in handling complaints. According to the IPA model, all of these lie in quadrant B which shows that customers were satisfied with the services therein and they attached greater importance to them. Therefore, the airlines in Hong Kong should keep up the good work with regard to these service attributes.

In general, the airline sector in Hong Kong seems to have met the customer expectations. The only problem area identified (quadrant C; poor performance) is, fortunately, of less importance. Interestingly, there is virtually no 'overkill'; also, there is nothing important overlooked. This is in line with evidence from elsewhere: many independent surveys reveal that Asian and South East Asian Airlines meet customer expectations better than their counterparts based in other parts of the world. For instance, out of the top ten, SKYTRAX airline of the year 2011 award winners, seven were from Asia.

Figure 2 The airline sector: importance – performance analysis (see online version for colours)



Notes: *Key:* A1: clean and comfortable interiors and seats of aircraft
A2: in-flight entertainment facilities
A3: quality and variety of in-flight meals and drinks
A4: prompt service upon request by flight attendants
A5: efficient handling of reservation, cancellation and confirmation requests
A6: able to arrange preferred seat at check-in
A7: efficient check-in and baggage handling services
R8: language and communication skills of staff
R9: proper attitude of frontline staff (polite, patient, attentive)
R10: promptness and professionalism in handling complaints.

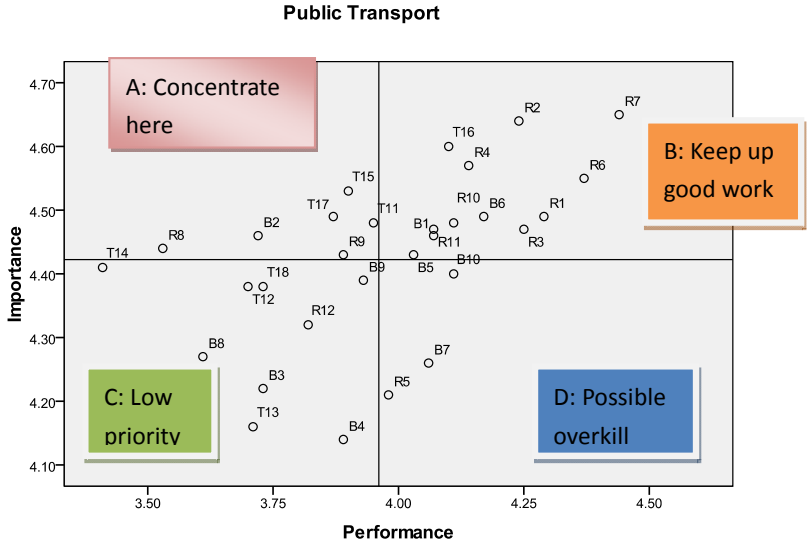
4.4.1 Public transport

From Figure 3, Hong Kong railways have performed very well in many aspects. Visitors are satisfied with the journey provided especially because of: feeling safe, punctuality and reliability of service, clear and accurate directional signage and location maps, and clear announcements. Besides this, all these aspects are considered important to the visitors. The findings imply that Hong Kong railways should keep up the good work in all these services attributes.

However, Hong Kong railways have not done so well in terms of the provision of toilets at stations, and the language and communication skills of staff, although these two aspects are also deemed important to visitors. Hong Kong railways thus should focus more on improving its service within these two areas.

On the other hand, the services provided by the bus companies are not as good as the railway services. As seen from the IPA results, the bus companies are able to maintain well-cleaned buses, to be punctual and reliable, and to provide a safe feeling, and these aspects have been viewed as important to visitors. However, in another important area, i.e., clear and accurate signs and route information at bus stops, the performance needs to be improved.

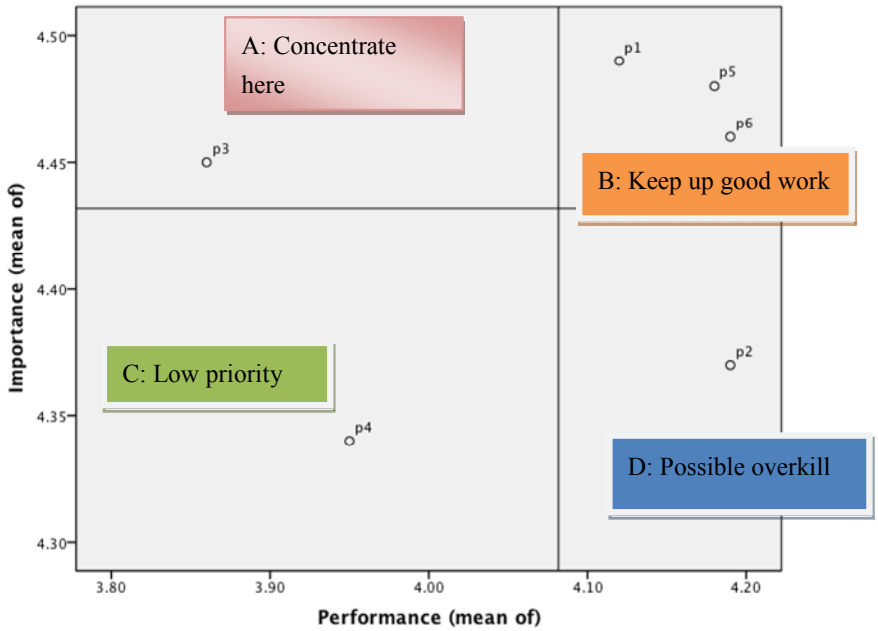
Figure 3 The public transport sector: IPA (see online version for colours)



Notes: *Key:* 'R': Hong Kong railways
'B': Hong Kong franchised buses
'T': Hong Kong taxis
R1: clean and pleasant compartments/platform
R2: clear and accurate directional signage and location maps
R3: clear announcement
R4: efficient and easy-to-follow ticketing system
R5: provision of tourist transport passes
R6: punctuality and reliability of service
R7: feeling safe
R8: provision of toilets at stations
R9: language and communication skills of staff
R10: proper attitude of staff
R11: efficient handling of enquiry
R12: promptness and professionalism in handling complaints
B1: well maintained and clean buses
B2: clear and accurate signs and route information at bus stops
B3: provision of tourist buses
B4: provision of tourist transport passes
B5: punctuality and reliability of service
B6: feeling safe on board
B7: tidiness of bus drivers
B8: language and communication skills of bus drivers
B9: proper attitude of bus driver
B10: appropriate operating hours
T11: well maintained and clean taxis
T12: clear and accurate information
T13: tidiness of taxi drivers
T14: language and communication skills of taxi drivers
T15: honesty of taxi drivers
T16: feeling safe on board
T17: professional attitude of taxi drivers
T18: help with loading and unloading.

As for taxi services, it appears to be performing least well in comparison with the other two modes of public transport based upon the IPA findings as shown in Figure 3. Taxi services do well in the provision of safe feeling, where the taxi service should keep up the good work in future. However, the areas of the honesty of taxi drivers as well as their professional attitude fall short of the visitors' satisfaction and require additional attention for further improvement. Along with the aspect of maintaining clean taxis that also needs to be improved, these areas are all perceived to be important to visitors.

Figure 4 The police sector: importance – performance analysis (see online version for colours)



Notes: *Key:* p1: police officers have good knowledge of directions and local amenities when asked by visitors
p2: police officers deal with enquiry efficiently
p3: language and communication skills of police officers
p4: visibility of police officers in public
p5: feeling safe with police presence
p6: proper attitude of police officers (polite and patient).

4.4.2 Government service: police

A more detailed analysis of each sub-sector reveals areas where each service could make improvements relative to its overall performance. The Hong Kong Police score well for giving directions to local amenities (p1), projecting a feeling of safety by their presence (p5) and having a polite and patient attitude (p6). If there is such a thing as being 'too' efficient then, the Hong Kong police may be guilty as charged in dealing with enquiries efficiently (p6), but this is hardly something one would wish to change. Where they score relatively poorly in quadrant C – in terms of visibility in public (p4) – does not seem to be a major issue for respondents. It is in terms of their language and communication skills (p3) where the Hong Kong Police should be concentrating (quadrant A). It is worth going

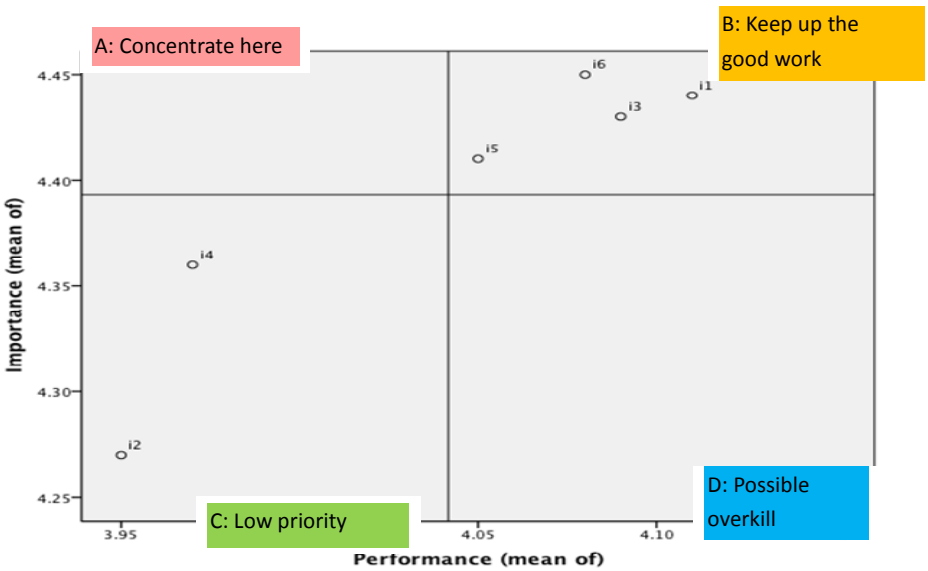
into more depth on this particular question to ascertain which particular groups of respondents felt most strongly about this and where they were from in order to determine which language skills need brushing up.

The above IPA, however, is intriguing to some extent: respondents express serious concerns about the communication skills of the police officers. At the same time, they seem to play down the efficiency with which the police investigate inquiries. It is difficult to understand why the efficient way police deals with inquiries is not important but at the same time their communication skills are important. Perhaps the language incompetence of the police officers makes the fruits of their labour difficult to be appreciated by the tourists. Alternatively, this situation might be reflective of the nature of the tourist psyche involving playfulness and lack of depth (Urry, 1992).

4.4.3 Immigration

The Hong Kong immigration service is well regarded by the sample tourists in terms of clear signage to the clearance counters (i1), clear instructions on procedures at the border (i3), the language and communication skills of the immigration officers (i5), as well as their proper manner (i6). There are no major areas requiring great focus to improve but they score relatively poorly for the queuing environment (i2) and queuing time – even though these are given a relatively low priority by respondents.

Figure 5 The immigration services sector: importance – performance analysis (see online version for colours)

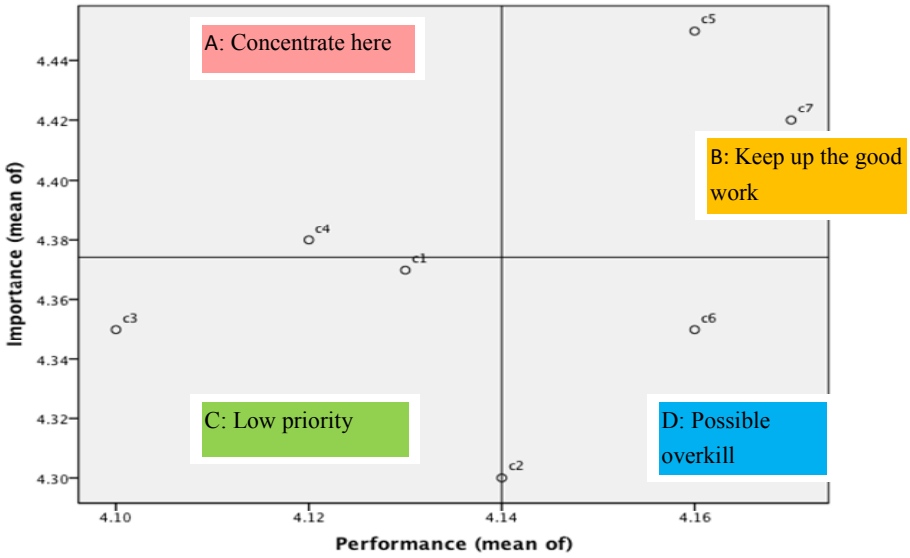


Notes: *Key:* i1: clear signage to clearance counters for visitors
i2: pleasant environment of the queuing area
i3: clear instruction of immigration procedures at the border
i4: less than 15 minutes queuing time for the clearance (air) or less than 30 minutes queuing time for clearance (by sea/land)
i5: language and communication skills of immigration officers
i6: proper attitude of immigration of officers (polite and patient).

4.4.4 Customs

The record for Hong Kong customs is somewhat more mixed. They have only two service attributes of which they can be proud in quadrant B – the language and communications skills of their officers (c5) and their attitude (c7). They may be overly concerned with courtesy at security checking (c6) as they score highly for this but it is regarded as of relatively low importance by the tourist sample. The environment of the customs area (c2) is on the cusp of being overdone and of low priority. Also regarded as of low priority by respondents is the clarity of the instructions about customs regulations (c3) and clear signage (c1), although the latter is tending towards being something that there should be more focus on. The main area for the customs service to focus on is making the queuing time at customs for all types of crossings less than 15 minutes (c4), although this also tended to be regard as not a relatively high priority.

Figure 6 IPA for customs (see online version for colours)



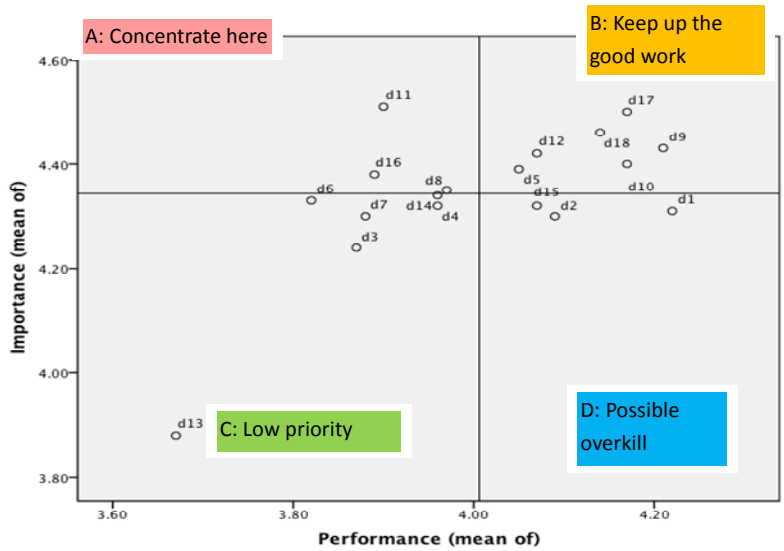
Notes: *Key:* c1: clear signage to the customs area for visitors
c2: pleasant environment of the customs area for visitors
c3: clear instruction of customs regulations
c4: less than 15 minutes of queuing time at the customs
c5: language and communication skills of customs officers
c6: thorough yet courteous security checking at the counter
c7: proper attitude of customs officers (polite and patient).

4.4.5 LCSD services

This section of the survey covered a wide range of services including museums/galleries (d1–d5), cultural events/programmes (d6–d8), public parks (d9–d13) and attributes related to all of those services. The museums sector is excelling in providing clear and multi-lingual interpretation of exhibition items (d5), as well as providing pleasant environments (d1) and convenient access (d2) – although these last two were not very highly rated in terms of importance. Museums and galleries do not appear to have any

serious issues to concentrate on but should be wary of their performance in the areas of availability of information about what they offer (d4) and having a good selection of exhibition items (d3). An area of improvement as a whole could be cultural events and programmes.

Figure 7 IPA for leisure and culture services (see online version for colours)



Notes: Key: d1: pleasant environment of museums and galleries
d2: convenient access to museums and galleries
d3: good selection of exhibition items
d4: readily available information about museums, galleries and their location
d5: provision of clear and multi-lingual interpretation of exhibition items
d6: effective promotion of cultural events and programmes
d7: variety of cultural events and programmes
d8: quality of cultural events and programmes
d9: clean and pleasant environment of public parks
d10: convenient access to public parks
d11: cleanliness of toilets in public
d12: clear and informative signage within public parks
d13: provision of food/snack stalls
d14: staff's knowledge about the facilities/events/locations
d15: tidiness of staffd16: Language and communication skills of staff
d17: security and safety at the facilities/events
d18: proper attitude of frontline officers (polite, patient and attentive).

All three service attributes found themselves hovering around the cusp of quadrant C and A, and it is clearly an area in which Hong Kong could improve as a whole. Hong Kong's parks are popular amongst tourists for their cleanliness and nice environment (d9), convenient access (d10) and clear signage (d12). Even though the provision of snack stalls (d13) is regarded as relatively poor, it not regarded as a particular priority by the respondents. However, it would appear that LCSD should concentrate on maintaining the cleanliness of public toilets in public parks (d11).

Overall, the LCSD are performing well in providing security and safety at venues (d17), their staff should be congratulated on their polite, patient and attentive attitude

(d18), as well as their tidiness (d15), although this last attribute was not regarded highly important. Staff knowledge about facilities/events/locations was relatively poor and though in quadrant C tends towards being something that may require attention in the future. Again, as for the police, an area of concentration for further training for the LCSD is the language and communication skills of the staff and it can again be analysed which language they need training in by looking more closely at the respondents who rated this question as important and were relatively dissatisfied with the service they received.

5 Concluding remarks

This study has attempted to investigate the perceptions of quality of service offered by the tourism and related industries for visitors to Hong Kong to ascertain how these industries are performing in providing quality service to match up with the tourists' expectations and provide useful quantitative information for service quality improvement to the relevant sectors. Methods used were cluster and discriminant analysis to determine the most significant factors in deciding whether respondents would re-use the service or not, and IPA to determine where these sectors should focus resources to provide the most needed improvement based on the gap between visitor expectation of service and satisfaction.

The results from the present study show that for the LCSD the factors that are most persuasive in getting visitors to re-use their services are convenience of access to museums, convenience of access to public parks, and security and safety at the facilities/events. For airlines, the factors of persuasion were proper attitude of frontline staff (polite, patient and attentive), efficient check-in and baggage handling services of the airline, promptness and professionalism in handling complaints, and clean and comfortable interiors and seats of aircraft. For railways, clear announcements at the stations and on the trains, feeling safe when using the services, and efficient and easy-to-follow ticketing system were most influential in eliciting a likely re-use of the service, whilst for buses it was the proper attitude of bus drivers (polite and patient), feeling safe on board, and well-maintained and clean buses. For taxis, the most effective predictors of re-use were help with loading and unloading, the honesty of taxi drivers, and the language and communication skills of taxi drivers.

The analysis of the importance performance figures for each sector indicates clearly the areas in which each sector needs to concentrate (quadrant A). Simply using IPA studies alone, however, would still provide only part of the picture and it is believed that by using them in combination with cluster and discriminant analysis these sectors would yield more reliable results. The sectors then would be able to adopt a more cost-effective 'two-pronged' approach of focusing resources not only on improving the negative performance aspects of their services (as revealed by IPA) but also the positive factors most likely to bring re-purchase (as revealed by cluster and discriminant analysis). Unfortunately, proving repurchase appears to be difficult as the data that follow up on these particular respondents' future behaviour in this regard are not available (Edward and George, 2008).

An interesting observation from the study is that safety for airlines did not even make the list whereas it shows strongly in the other modes of transportation (we thank the

anonymous reviewer for pointing out this 'anomaly'). The technological advancements and generally excellent airline infrastructure in Asia could be a reason for this finding. It could be that safety is assumed by passengers 'by default' and hence is not a concern.

Another observation worthy of further consideration is that the analysis found no association between gender and intention to use services for airlines and transport. In contrast, a significant association was found between gender and intention to use leisure and cultural services. The transportation sector in general provides services aimed at both the genders whereas leisure and cultural services are generally gender insensitive. When certain services are gender insensitive, different genders might respond to such services differently. An alternate explanation is that transportation is a support service or augmented product whereas leisure and cultural services are the core products (attractions) for the consumers. Tourists to Hong Kong might be focusing entirely on the quality of the attractions provided the quality of support services exceeds a critical minimum. The IPA performed by us probably agrees with this explanation.

While many primary relationships in the field of consumer behaviour are pretty generic and are already well known, the ramifications of them for particular contexts are not well evident. In the present paper, we investigated one such specific context. Among other things, the survey provided data on the perceptions of value for money for each sector. This study suggests further analysis is required of the role of perceived value for money as a moderating factor impacting customer loyalty within the conceptual model (Figure 1). This examination will provide deeper meaning and explanation to our observation that customer loyalty cannot focus solely on performance and/or service quality.

6 Limitations and recommendation for future research

Like many studies that use convenience sampling and have a limitation of generalisability of the study findings, this study does not claim generalisability. This is because it is extremely difficult to obtain a sampling frame to enable random sampling methods like systematic sampling. However most research that uses the intercepting of respondents at entry or exit points has been able to obtain rich data that is used to infer to the general population.

Secondly, the sample sizes used are relatively small compared to the total number of visitors that enter or leave Hong Kong using the terminals we used to collect data from. However a sample size above 200 has been found to be good enough to enable conducting of inferential statistical methods (Hair et al., 2010). To improve on the sample size, future studies can consider sector by sector and collect larger sample sizes and compare the sectors after, unlike the concurrent data collection carried out in this study.

Finally, it is not that other sectors are any less important or the exclusion of a particular issue from the scope of this paper does not necessarily mean that it lacks merit. We must add that this study is part of a larger research agenda that aims to reassess the potential of Hong Kong tourism. Problems and prospects related to some of the other sectors such as attractions and accommodations that co-determine the competence of Hong Kong tourism are currently being analysed.

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Appendix

Questionnaire used in data collection

Introduction

Location of interview 問卷調查的地點:

1. ☐ Hong Kong International Airport 香港國際機場
2. ☐ Macau Ferry Terminal香港澳門渡輪碼頭
3. ☐ China Ferry Terminal 中港碼頭
4. ☐ KCRC Hung Hom Station 九廣鐵路紅磡火車站
5. ☐ Avenue of Stars 星光大道

Language used for the interview 訪問時採用的語言:

1. ☐ English英語
2. ☐ Cantonese廣東話
3. ☐ Putonghua 普通話

Questionnaire ID:

_____

K K Yeung Management Consultants Ltd.
The Hong Kong Polytechnic University School of Hotel and Tourism Management
楊國琦管理顧問有限公司
香港理工大學 酒店及旅遊管理學院

Service Quality Survey
服務質素問卷調查

Government, Airline and Public Transport
政府, 酒店, 餐館, 零售商店, 旅行社, 航空公司及公共交通

We are currently conducting a survey on behalf of the Tourism Commission of the Hong Kong Special Administrative Region Government regarding the service quality of tourism and related sectors in Hong Kong. Please indicate the level of importance and your satisfaction level of each service attribute. Your response is very important for the analysis and enhancement of service standards of tourism-related sectors in Hong Kong. Your answers will be treated with anonymity and confidentiality.
我們現正代表香港特區政府旅遊事務署進行一項關於香港旅遊及相關機構的服務質素問卷調查。請指出你對每項服務特質的重要性及滿意程度。你的寶貴意見對此項分析和提高旅遊相關行業的服務水準是非常重要的。你的所有資料將絕對保密。

I would be very grateful if you could please spare 15 minutes of your time to complete this questionnaire. In appreciation of your participation, we would like to give you a souvenir.
我很希望你能夠提供15分鐘時間完成此項問卷。為感謝你的參予，
我們會致送一份紀念品。

Thank you for your cooperation! 多謝你的合作！

Section 1: Government

Section 1: Sector-specific interview 二部份：專題訪問: *Government* 府 Language used for the interview 訪問時採用的語言: 1. ☐ English 英語 2. ☐ Cantonese 廣東話 3. ☐ Putonghua 普通話	Questionnaire ID: _____

A: Police 警察			Internal use 內部專用
Pa	Have you encountered with police in any way while you are in Hong Kong? 你今次到港, 有沒有接觸過香港警察? 1. ☐ Yes有 Ask Pb 2. ☐ No沒有 Go to P1	Pa	___
Pb	If you answered 'Yes' to the above question, was your encounter with police to do with 如有, 請問是關於那些事 1. ☐ Reporting a crime against you or others in your group 向警察報案 2. ☐ Asking for directions 詢問方向 3. ☐ Involving in an accident 發生意外 4. ☐ Others 其他 (please specify 請說明).	Pb1 Pb2 Pb3 Pb4	___ ___ ___ ___

Service importance and satisfaction of Hong Kong police
香港警察服務的重要性及滿意程度

Please rate the *importance* of each service attribute in your service encounter with police by circling the appropriate number in the scale provided: 對於以下各項你可能遇到的警察服務事項的重要性，請給與評分。 '5' 代表你認為該事項非常重要, '1' 代表完全不重要， N/A 代表不適用： *5 = Very important* 非常重要 *3 = Neither important nor unimportant* 界乎重要與不重 *1 = Not important at all* 完全不重要 *N/A = Not applicable* 不適用	*Service attributes* 服務特質	Please rate your *satisfaction* on each characteristic based on your most recent service encounter experience by circling the appropriate number in the scale provided: 對於以下各項你最近所經歷的警察服務，請給與滿意程度的評分。 '5' 代表你非常滿意， '1' 代表完全不滿意， N/A 代表你沒有遇過： *5 = Very satisfied* 非常滿意 *3 = Neither satisfied nor dissatisfied* 界乎滿意與不滿意 *1 = Very dissatisfied*非常不滿意 *N/A = Not applicable* 不適用	Internal use 內部專用

5 4 3 2 1 N/A	(1) Police officers have good knowledge of directions and local amenities when asked by visitors 警察熟悉當區路向及設施以應付旅客的詢問	5 4 3 2 1 N/A	P1a ___	P1b ___
5 4 3 2 1 N/A	(2) Police officers deal with enquiry efficiently 警察有效地處理查詢	5 4 3 2 1 N/A	P2a ___	P2b ___
5 4 3 2 1 N/A	(3) Language and communication skills of police officers 警察擁有良好的語言及溝通能力	5 4 3 2 1 N/A	P3a ___	P3b ___
5 4 3 2 1 N/A	(4) Visibility of police officers in public places 警察於公眾地方出現	5 4 3 2 1 N/A	P4a ___	P4b ___
5 4 3 2 1 N/A	(5) Feeling safe with police's presence 警察在場時感覺安全	5 4 3 2 1 N/A	P5a ___	P5b ___
5 4 3 2 1 N/A	(6) Proper attitude of police officers (polite and patient) 警察表現適當的服務態度 (有禮貌和耐性)	5 4 3 2 1 N/A	P6a ___	P6b ___
P7	How was your overall satisfaction level with the *Service Quality* of the Police service? 你對香港警察服務的服務質素的整體滿意程度? *(5 being very satisfied and 1 being very dissatisfied).* (5代表非常滿意及1代表非常不滿意) 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ N/A ☐		P7	___

B: Immigration service 入境服務			
I1	Please tell us your first entry point when you arrived in Hong Kong. 請問你到港的第一個關口站是 Air 航空: 1. ☐ Hong Kong Airport 香港機場 Sea 海路: 2. ☐ Hong Kong Macau Ferry Terminal 香港澳門渡輪碼頭 3. ☐ China Hong Kong Ferry Terminal 中港碼頭 4. ☐ Ocean Terminal 海運大厦 Land 陸路: 5. ☐ Lo Wu羅湖 6. ☐ Hung Hom紅磡 7. ☐ Sha Tau Kok沙頭角 8. ☐ Man Kam To文錦渡 9. ☐ Lok Ma Chau落馬洲	I1	___

Service importance and satisfaction of Hong Kong immigration
香港入境服務的重要性及滿意程度

Please rate the importance of each service attribute in your service encounter with immigration by circling the appropriate number in the scale provided: 對於以下各項你可能遇到的入境服務事項的重要性，請給與評分。 '5' 代表你認為該事項非常重要， '1' 代表完全不重要， N/A 代表不適用： *5 = Very important* 非常重要 *3 = Neither important nor unimportant* 界乎重要與不重 *1 = Not important at all* 完全不重要 *N/A = Not applicable* 不適用	Service attributes 服務特質	Please rate your satisfaction on each characteristic based on your most recent service encounter experience by circling the appropriate number in the scale provided: 對於以下各項你最近所經歷的入境服務，請給與滿意程度的評分。 '5' 代表你非常滿意， '1' 代表完全不滿意， N/A 代表你沒有遇過： *5 = Very satisfied* 非常滿意 *3 = Neither satisfied nor dissatisfied* 界乎滿意與不滿意 *1 = Very dissatisfied* 非常不滿意 *N/A = Not applicable* 不適用	Internal use 內部專用

5 4 3 2 1 N/A	(1) Clear signage to clearance counters for visitors有清晰指示到入境櫃枱	5 4 3 2 1 N/A	I1a ___	I1b ___
5 4 3 2 1 N/A	(2) Pleasant environment of the queuing area 入境大堂有舒適的等侯環境	5 4 3 2 1 N/A	I2a ___	I2b ___
5 4 3 2 1 N/A	(3) Clear instruction of immigration procedures at the border清晰及準確的入境程序指示	5 4 3 2 1 N/A	I3a ___	I3b ___
5 4 3 2 1 N/A	(4) Less than 15 minutes queuing time for the clearance (air) or less than 30 minutes queuing time for clearance (by sea/land) 少於15分鐘等侯時間 (航空) 或 少於30分鐘等侯時間 (海/陸路)	5 4 3 2 1 N/A	I4a ___	I4b ___
5 4 3 2 1 N/A	(5) Language and communication skills of immigration officers 入境處人員擁有良好的語言及溝通能力	5 4 3 2 1 N/A	I5a ___	I5b ___
5 4 3 2 1 N/A	(6) Proper attitude of immigration officers (polite and patient) 入境處人員表現適當的服務態度 (有禮貌和耐性)	5 4 3 2 1 N/A	I6a ___	I6b ___
I7	How was your overall satisfaction level with the service quality of the immigration service? 你對香港入境處服務的服務質素的整體滿意程度? *(5 being very satisfied and 1 being very dissatisfied).* *(5代表非常滿意及1代表非常不滿意)* 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ N/A ☐			

C: Customs service 海關服務

Service importance and satisfaction of Hong Kong customs
香港海關服務的重要性及滿意程度

Please rate the importance of each service attribute in your service encounter with customs by circling the appropriate number in the scale provided: 對於以下各項你可能遇到的海關服務事項的重要性, 請給與評分。 '5' 代表你認為該事項非常重要, '1' 代表完全不重要, N/A 代表不適用： *5 = Very important* 非常重要 *3 = Neither important nor unimportant* 界乎重要與不重要 *1 = Not important at all* 完全不重要 *N/A = Not applicable* 不適用	Service attributes 服務特質	Please rate your satisfaction on each characteristic based on your most recent service encounter experience by circling the appropriate number in the scale provided: 對於以下各項你最近所經▪的海關服務，請給與滿意程度的評分。 '5' 代表你非常滿意, '1' 代表完全不滿意, N/A 代表你沒有遇過： *5 = Very satisfied* 非常滿意 *3 = Neither satisfied nor dissatisfied* 界乎滿意與不滿意 *1 = Very dissatisfied* 非常不滿意 *N/A = Not applicable* 不適用	Internal use ▪部專用	
5 4 3 2 1 N/A	(1) Clear signage to the customs area for visitors 有清晰指示到海關櫃枱	5 4 3 2 1 N/A	C1a ___	C1b ___
5 4 3 2 1 N/A	(2) Pleasant environment of the customs area 舒適的清關環境	5 4 3 2 1 N/A	C2a ___	C2b ___
5 4 3 2 1 N/A	(3) Clear instruction of customs regulations 清晰及準確的海關程序指示	5 4 3 2 1 N/A	C3a ___	C3b ___
5 4 3 2 1 N/A	(4) Less than 15 minutes of queuing time at the customs (for all type of crossings) 在海關等侯時間少於15分鐘(包括全部關口)	5 4 3 2 1 N/A	C4a ___	C4b ___
5 4 3 2 1 N/A	(5) Language and communication skills of customs officers 海關人員擁有良好的語言及溝通能力	5 4 3 2 1 N/A	C5a ___	C5b ___
5 4 3 2 1 N/A	(6) Thorough yet courteous security checking at the counter 徹底而有禮的保安檢▪	5 4 3 2 1 N/A	C6a ___	C6b ___
5 4 3 2 1 N/A	(7) Proper attitude of customs officers (polite and patient) 海關人員表現適當的服務態度 (有禮貌和耐性)	5 4 3 2 1 N/A	C7a ___	C7b ___

C8	How was your overall satisfaction level with the service quality of the customs service? 你對香港海關服務的服務質素的整體滿意程度? *(5 being very satisfied and 1 being very dissatisfied*). (5代表非常滿意及1代表非常不滿意) 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ N/A ☐	C8	___

D: Leisure and cultural services (museums, galleries, cultural events/programmes and public parks) 康樂及文化服務 (博物館, 美術館及文化活動/節目及公園)			
La	Please tell us what public facilities you have visited while you are in Hong Kong. 請問你曾經到訪香港那些公共設施 *(You may tick more than one*. 可選超過一項) 1. ☐ Museums/galleries 博物館/美術館 2. ☐ Cultural events/programmes 文化活動/節目 3. ☐ Public parks 公園 4. ☐ Other (specify) 其他(請註明)_____	La1 La2 La3 La4	___ ___ ___ ___

Service importance and satisfaction of Hong Kong's leisure and cultural services 香港康樂及文化服務的重要性及滿意程度					
Please rate the importance of each service attribute in your service encounter with leisure and culture services by circling the appropriate number in the scale provided: 對於以下各項你可能遇到的康樂及文化服務事項的重要性, 請給與評分。 '5' 代表你認為該事項非常重要, '1' 代表完全不重要, N/A 代表不適用： *5 = Very important* 非常重要 *3 = Neither important nor unimportant* 界乎重要與不重 *1 = Not important at all* 完全不重要 *N/A = Not applicable* 不適用		Service attributes 服務特質	Please rate your satisfaction on each characteristic based on your most recent service encounter experience by circling the appropriate number in the scale provided: 對於以下各項你最近所經▪的康樂及文化服務, 請給與滿意程度的評分。 '5' 代表你非常滿意, '1' 代表完全不滿意, N/A 代表你沒有遇過： *5 = Very satisfied* 非常滿意 *3 = Neither satisfied nor dissatisfied* 界乎滿意與不滿意 *1 = Very dissatisfied* 非常不滿意 *N/A = Not Applicable*不適用		Internal use ▪部專用
Museums/galleries 博物館/美術館					
5 4 3 2 1 N/A	(1) Pleasant environment of museums and galleries 舒適的環境		5 4 3 2 1 N/A	D1a ___	D1b ___
5 4 3 2 1 N/A	(2) Convenient access to museums and galleries 方便到達博物館及美術館		5 4 3 2 1 N/A	D2a ___	D2b ___
5 4 3 2 1 N/A	(3) Good selection of exhibition items 多種類的展覽品		5 4 3 2 1 N/A	D3a ___	D3b ___
5 4 3 2 1 N/A	(4) Readily available information about museums, galleries and their locations 易獲得關於博物館及美術館的資料及其位置		5 4 3 2 1 N/A	D4a ___	D4b ___
5 4 3 2 1 N/A	(5) Provision of clear and multi-lingual interpretation of exhibition items 備有清晰及多種語言的展覽品詮釋		5 4 3 2 1 N/A	D5a ___	D5b ___

Cultural events/programmes 文化活動/節目				
5 4 3 2 1 N/A	(6) Effective promotion of cultural events and programmes 有效的文化活動及節目推廣	5 4 3 2 1 N/A	D6a ___	D6b ___
5 4 3 2 1 N/A	(7) Variety of cultural events and programmes 多樣化的文化活動及節目	5 4 3 2 1 N/A	D7a ___	D7b ___
5 4 3 2 1 N/A	(8) Quality of cultural events and programmes 文化活動及節目的質素	5 4 3 2 1 N/A	D8a ___	D8b ___

Section 2: Transport sector

Section 2: Sector-specific interview 第二部份：專題訪問:

Questionnaire ID: _____

A: Hong Kong based airlines (Cathay-Pacific and/or Dragonair)
香港本地航空公司(國泰及港龍航空)

Language used for the interview 訪問時採用的語言:

1. ☐ English 英語 2. ☐ Cantonese 廣東話 3. ☐ Putonghua 普通話

Internal use ▪部專用

Aa	Which airline did you fly on this trip? 請問你這次來港選用了那一家航空公司? 1. ☐ Cathay Pacific國泰 2. ☐ Dragonair港龍	Aa	___
Ab	Which of the following travel class(es) did you choose when you fly with Cathay Pacific or Dragonair? 當你乘坐國泰或港龍航空時請問你選乘了以下那種客艙 1. ☐ First class/business class 頭等/商務客位 2. ☐ Economy class 經濟客位	Ab	___

Service importance and satisfaction of the airline you fly 香港航空公司提供的服務之重要性及滿意程度					
Please rate the importance of each service attribute in your service encounter with airlines by circling the appropriate number in the scale provided: 對於以下各項你可能遇到的航空公司服務事項的重要性, 請給與評分。 '5' 代表你認為該事項非常重要, '1' 代表完全不重要, N/A 代表不適用： *5 = Very important* 非常重要 *3 = Neither important nor unimportant* 界乎於重要與不重要 *1 = Not important at all* 完全不重要 *N/A= Not applicable* 不適用		Service attributes 服務特質	Please rate your satisfaction on each characteristic based on your most recent service encounter experience by circling the appropriate number in the scale provided: 對於以下各項你最近所經▪的航空公司服務，請給與滿意程度的評分。 '5' 代表你非常滿意, '1' 代表完全不滿意, N/A 代表你沒有遇過： *5 = Very satisfied* 非常滿意 *3 = Neither satisfied nor dissatisfied* 界乎於滿意與不滿意 *1 = Very dissatisfied* 非常不滿意 *N/A = Not applicable* 不適用		Internal use ▪部專用
5 4 3 2 1 N/A	(1) Clean and comfortable interiors and seats of aircraft 機艙的▪部及座位的清潔及舒適程度		5 4 3 2 1 N/A	A1a ___	A1b ___
5 4 3 2 1 N/A	(2) Up-to-date in-flight entertainment facilities and variety of programmes and magazines 機艙▪提供最新的▪樂設備、節目及雜誌		5 4 3 2 1 N/A	A2a ___	A2b ___
5 4 3 2 1 N/A	(3) Quality and variety of in-flight meals and drinks 飛機餐及飲品的質素及種類		5 4 3 2 1 N/A	A3a ___	A3b ___
5 4 3 2 1 N/A	(4) Prompt service upon request by flight attendants 機艙服務員按客人要求迅速地提供服務		5 4 3 2 1 N/A	A4a ___	A4b ___
5 4 3 2 1 N/A	(5) Efficient handling of reservation, cancellation and confirmation requests 有效率地處理機票預訂、取消及確認手續		5 4 3 2 1 N/A	A5a ___	A5b ___
5 4 3 2 1 N/A	(6) Able to arrange preferred seat at check-in 能▪安排客人要求的飛機座位		5 4 3 2 1 N/A	A6a ___	A6b ___

Section 2: Sector-specific interview 第二部份：專題訪問: *B: Public transport* 公共交通 Language used for the interview 訪問時採用的語言: 1. ☐ English 英語 2. ☐ Cantonese 廣東話 3. ☐ Putonghua 普通話	Questionnaire ID: _____

Internal use ▪部專用			
Ta	Which Railways' services did you use during your stay in Hong Kong? *(You may tick more than one.)* 請問你在港期間用了那一項鐵路服務 (你可選擇多於一項)? 1. ☐ KCR (Kowloon-Canton Railway) 九廣鐵路 2. ☐ MTR (Mass Transit Railway) 地下鐵路	Ta	___

Service importance and satisfaction of Hong Kong railways overall
香港鐵路公司整體服務之重要性及滿意程度

Please rate the importance of each service attribute in your service encounter with trains and MTR by circling the appropriate number in the scale provided:對於以下各項你可能遇到的鐵路公司服務事項的重要性，請給與評分。 '5' 代表你認為該事項非常重要, '1' 代表完全不重要, N/A 代表不適用： *5 = Very important* 非常重要 *3 = Neither important nor unimportant* 界乎於重要與不重要 *1 = Not important at all* 完全不重要 *N/A= Not applicable* 不適用	Service attributes 服務特質	Please rate your satisfaction on each characteristic based on your most recent service encounter experience by circling the appropriate number in the scale provided:對於以下各項你最近所經▪的鐵路公司服務，請給與滿意程度的評分。 '5' 代表你非常滿意, '1' 代表完全不滿意, N/A 代表你沒有遇過： *5 = Very satisfied* 非常滿意 *3 = Neither satisfied nor dissatisfied* 界乎於滿意與不滿意 *1 = Very dissatisfied* 非常不滿意 *N/A = Not applicable* 不適用	Internal use ▪部專用

5 4 3 2 1 N/A	(1) Clean and pleasant compartments/platform 車廂／月台的清潔及舒適程度	5 4 3 2 1 N/A	T1a ___	T1b ___
5 4 3 2 1 N/A	(2) Clear and accurate directional signage and location maps inside the station 車站有清楚及明確的指示牌及地區路線圖	5 4 3 2 1 N/A	T2a ___	T2b ___
5 4 3 2 1 N/A	(3) Clear announcements at the stations and on the trains 車站及車箱▪有清晰的廣播及宣佈	5 4 3 2 1 N/A	T3a ___	T3b ___
5 4 3 2 1 N/A	(4) Efficient and easy-to-follow ticketing system 有效率及容易使用的票務系統	5 4 3 2 1 N/A	T4a ___	T4b ___
5 4 3 2 1 N/A	(5) Provision of tourist transport passes that suits tourists' needs 提供切合旅客需要的乘車証	5 4 3 2 1 N/A	T5a ___	T5b ___
5 4 3 2 1 N/A	(6) Punctuality and reliability of service 準時及可靠的服務	5 4 3 2 1 N/A	T6a ___	T6b ___
5 4 3 2 1 N/A	(7) Feeling safe when using the services 乘搭地鐵／火車時感到安全	5 4 3 2 1 N/A	T7a ___	T7b ___

C: Service importance and satisfaction of Hong Kong's franchised buses and taxis overall
香港專營巴士及的士提供的整體服務的重要性及滿意程度

Please rate the importance of each service attribute in your service encounter with Franchised Buses and Taxi circling the appropriate number in the scale provided: 對於以下各項你可能遇到的專營巴士公司及的士服務事項的重要性，請給與評分。 '5' 代表你認為該事項非常重要， '1' 代表完全不重要， N/A 代表不適用： *5 = Very important* 非常重要 *3 = Neither important nor unimportant* 界乎於重要與不重要 *1 = Not important at all* 完全不重要 *N/A= Not applicable* 不適用	Service attributes 服務特質	Please rate your satisfaction on each characteristic based on your most recent service encounter experience by circling the appropriate number in the scale provided: 對於以下各項你最近所經▪的專營巴士公司及的士服務，請給與滿意程度的評分。 '5' 代表你非常滿意， '1' 代表完全不滿意， N/A 代表你沒有遇過： *5 = Very satisfied* 非常滿意 *3 = Neither satisfied nor dissatisfied* 界乎於滿意與不滿意 *1 = Very dissatisfied* 非常不滿意 *N/A = Not applicable* 不適用	Internal use ▪部專用

	Franchised buses 專營巴士			
5 4 3 2 1 N/A	(1) Well maintained and clean buses 性能良好及潔淨的巴士	5 4 3 2 1 N/A	B1a ___	B1b ___
5 4 3 2 1 N/A	(2) Clear and accurate signs and route information at bus stops 巴士車站有清晰及明確的指示牌及路線圖	5 4 3 2 1 N/A	B2a ___	B2b ___
5 4 3 2 1 N/A	(3) Provision of tourist buses 提供遊客巴士服務	5 4 3 2 1 N/A	B3a ___	B3b ___
5 4 3 2 1 N/A	(4) Provision of tourist transport passes that suits tourists' needs 提供切合旅客需要的乘車証	5 4 3 2 1 N/A	B4a ___	B4b ___
5 4 3 2 1 N/A	(5) Punctuality and reliability of service 準時及可靠的服務 (例如班次)	5 4 3 2 1 N/A	B5a ___	B5b ___
5 4 3 2 1 N/A	(6) Feeling safe on board 乘車時有安全感	5 4 3 2 1 N/A	B6a ___	B6b ___
5 4 3 2 1 N/A	(7) Tidiness of bus drivers 巴士司機整潔的儀容	5 4 3 2 1 N/A	B7a ___	B7b ___
5 4 3 2 1 N/A	(8) Language and communication skills of bus drivers 巴士司機擁有良好的語言及溝通能力	5 4 3 2 1 N/A	B8a ___	B8b ___
5 4 3 2 1 N/A	(9) Proper attitude of bus driver (polite and patient) 巴士司機有適當的服務態度(有禮貌及耐性)	5 4 3 2 1 N/A	B9a ___	B9b ___
5 4 3 2 1 N/A	(10) Appropriate operating hours 合適的服務時間	5 4 3 2 1 N/A	B10a ___	B10b ___
	Taxis 的士			
5 4 3 2 1 N/A	(11) Well-maintained and clean taxis 性能良好及潔淨的的士	5 4 3 2 1 N/A	B11a ___	B11b ___
5 4 3 2 1 N/A	(12) Give clear and accurate information about fares and destinations 給予清晰及準確的車資及目的地資料	5 4 3 2 1 N/A	B12a ___	B12b ___
5 4 3 2 1 N/A	(13) Tidiness of taxi drivers 的士司機整潔的儀容	5 4 3 2 1 N/A	B13a ___	B13b ___
5 4 3 2 1 N/A	(14) Language and communication skills of taxi drivers 的士司機擁有良好的語言及溝通能力	5 4 3 2 1 N/A	B14a ___	B14b ___
5 4 3 2 1 N/A	(15) Honesty of taxi drivers 的士司機的誠信	5 4 3 2 1 N/A	B15a ___	B15b ___
5 4 3 2 1 N/A	(16) Feeling safe on board 乘車時感到安全	5 4 3 2 1 N/A	B16a ___	B16b ___

Section 3: Travel pattern/trip profiling/demographics

<第三部份 > 旅遊模式/行程資料人口統計 Language used for the interview 訪問時採用的語言: 1. ☐ English 英語 2. ☐ Cantonese 廣東話 3. ☐ Putonghua 普通話			Questionnaire ID: _____
Z1	On this trip, who are you traveling with?*(You may tick more than one.* 可選超過一項*)* 你此行與誰一起旅遊？ 1. ☐ Alone 獨自一人 2. ☐ My Spouse 伴侶 3. ☐ My boyfriend/girlfriend 男/女朋友 4. ☐ My immediate family members 直系親屬 5. ☐ Other relatives其他親屬 6. ☐ Friend/s (including schoolmates) 朋友 (包括同學) 7. ☐ Business associates/colleagues 生意上的伙伴/同事 8. ☐ Others 其他: _____	Z11 Z12 Z13 Z14 Z15 Z16 Z17 Z18	___ ___ ___ ___ ___ ___ ___ ___
Z2	What was the purpose of your visit? *(You may tick more than one.* 可選超過一項*)* 你此行的目的？ 1. ☐ Holiday/leisure 渡假/休閒 2. ☐ Business/convention and exhibition 商務/會議及展覽 3. ☐ Visiting friends and relatives 探訪親友 4. ☐ Shopping 購物 5. ☐ Transit in Hong Kong 過境 6. ☐ Other其他 7. ☐ Others 其他: _____	Z21 Z22 Z23 Z24 Z25 Z26 Z27	___ ___ ___ ___ ___ ___ ___

Z3	How long was this trip to Hong Kong? 你在港停留多久？ Number of days: _____天	Z3	___
Z4	Is this your first time visiting Hong Kong? 你是否第一次來港? 1. ☐ Yes是 2. ☐ No否	Z4	___
Z5	Your Gender性別: 1. ☐ Male男 2. ☐ Female女	Z5	___
Z6	Your age 年齡: 1. ☐ 16–25 years 16–25 歲 2. ☐ 26–35 26–35 歲 3. ☐ 36–45 36–45 歲 4. ☐ 46–55 46–55 歲 5. ☐ 56–65 56–65 歲 6. ☐ 66 or above 66歲以上	Z6	___
Z7	Your marital status 婚姻狀況 1. ☐ Single 未婚 2. ☐ Married with no kids 已婚(沒有小孩) 3. ☐ Married with kids 已婚(有小孩) 4. ☐ Divorced/separated 離婚/分居 5. ☐ Widow/widower 寡婦/鰥夫	Z7	___

Z8 The highest level of education you attained Z8 ___
所達最高的教育程度

1. ☐ Completed postgraduate degree
   完成碩士學位以上
2. ☐ Completed college/university – diploma/degree
   完成學院/大學的文憑/學位學位
3. ☐ Some college or university education
   學院/大學教育
4. ☐ Completed secondary/high school 完成中學
5. ☐ Below secondary/high school 中學以下
6. ☐ Below primary/elementary school 小學以下
7. ☐ No education 未受教育

END